

Publishable materials

The following pages are free to share in public or with third parties.

DÝRAFJÖRÐUR
65°52'47.5"N
23°26'28.9"W

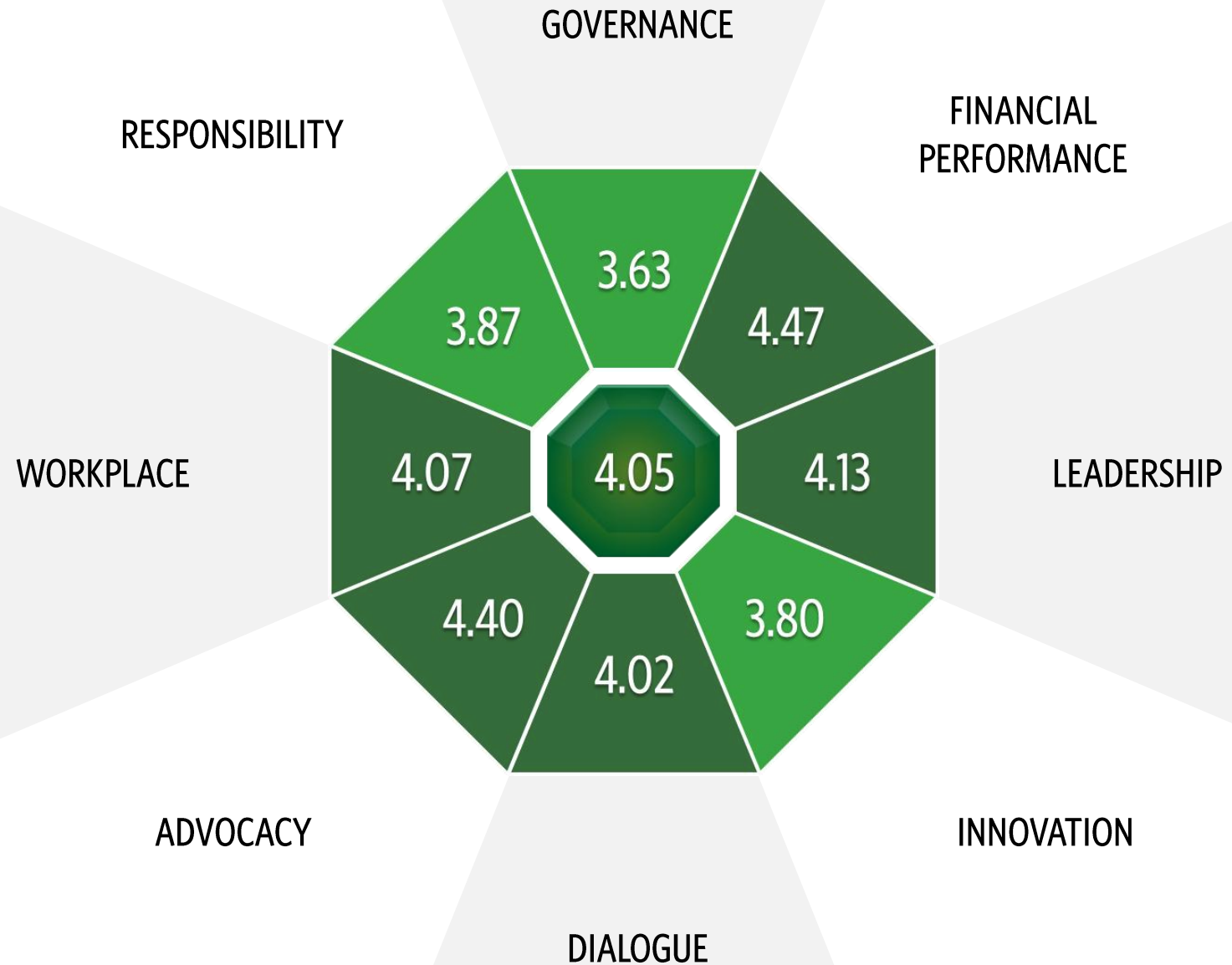
REPUTATION
STRUCTURE
2025



POLICYMAKERS

REPUTATION AND TRUST ANALYTICS

| | |
|-------------|------------------|
| ≥ 4.00 | excellent result |
| 3.50 - 3.99 | good result |
| 3.00 - 3.49 | moderate result |
| 2.50 - 2.99 | poor result |
| < 2.50 | very poor result |



REPUTATION STRUCTURE 2025



POLICYMAKERS

REPUTATION AND TRUST ANALYTICS

| | |
|-------------|------------------|
| ≥ 4.00 | excellent result |
| 3.50 - 3.99 | good result |
| 3.00 - 3.49 | moderate result |
| 2.50 - 2.99 | poor result |
| < 2.50 | very poor result |

WORKPLACE

Provides insight about the organisation's employer image.

RESPONSIBILITY

Studies perceptions on the organisation's environmental and social responsibility.

GOVERNANCE

Measures the organisation's operations and transparency.

FINANCIAL PERFORMANCE

Reviews the organisation's financial situation.

LEADERSHIP

Reviews the organisation's management.

INNOVATION

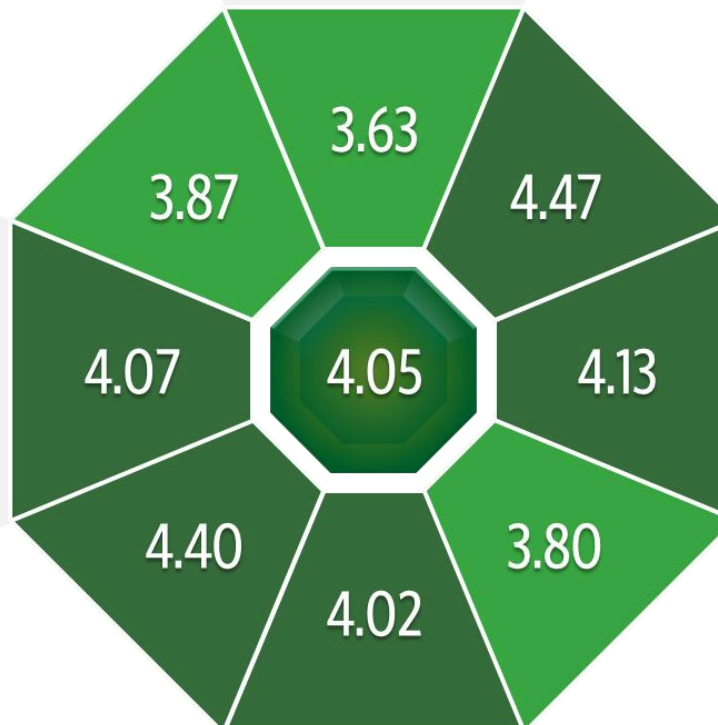
Reveals perceptions about the organisation's innovativeness.

DIALOGUE

Measures the organisation's ability to communicate with stakeholders.

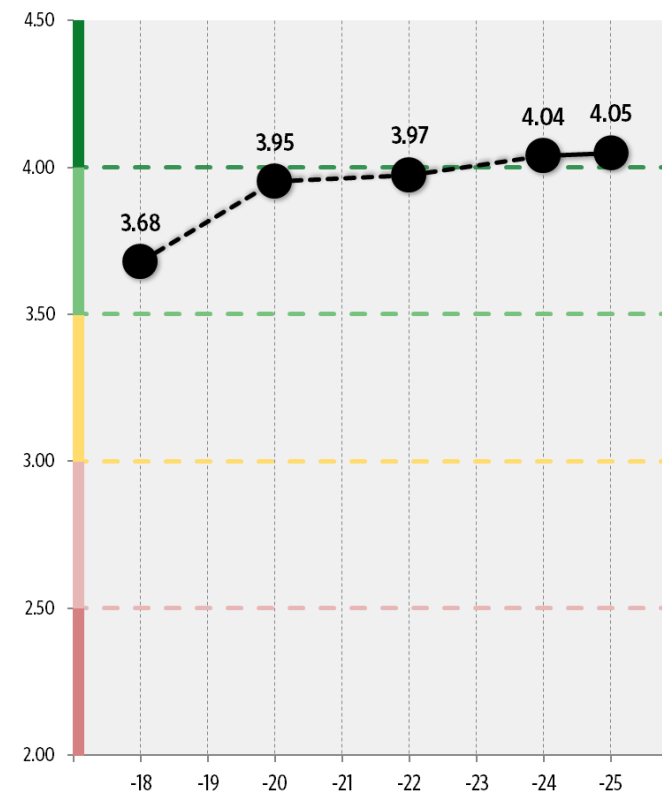
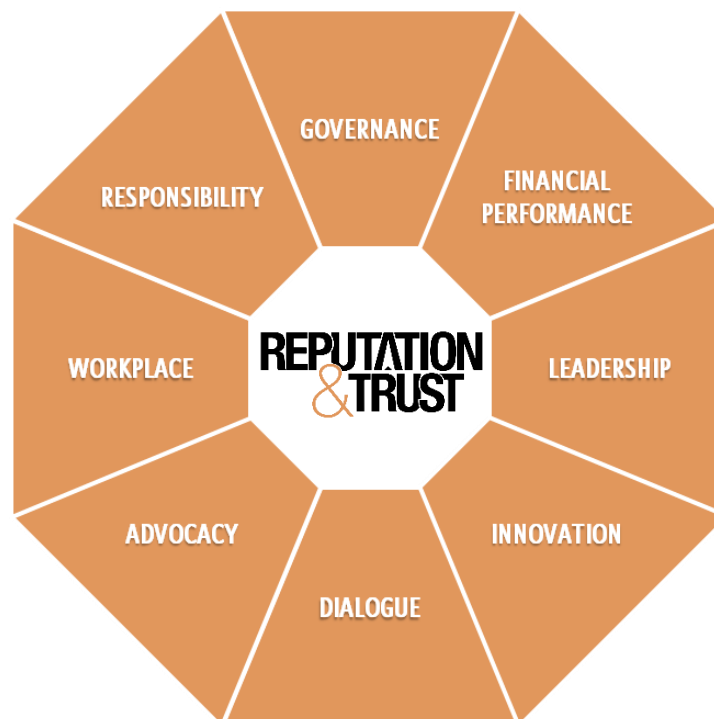
ADVOCACY

Reviews perceptions on advocacy provided by the organisation.



REPUTATION TREND OF PHARMA INDUSTRY FINLAND

2018 - 2025



POLICYMAKERS

REPUTATION AND TRUST ANALYTICS

≥ 4.00 excellent result
3.50 - 3.99 good result
3.00 - 3.49 moderate result
2.50 - 2.99 poor result
< 2.50 very poor result

Interpretation of analysis

REINEBRINGEN
67°55'37.6"N
13°04'30.0"E

INTERPRETATION OF CORRELATION

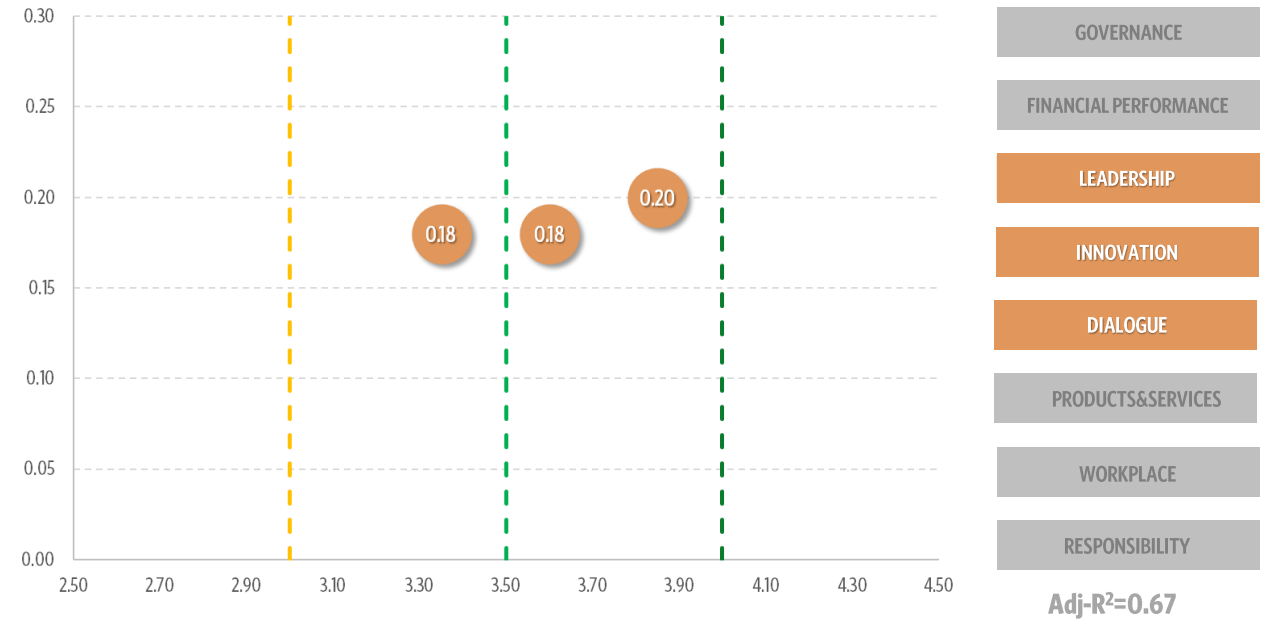
Correlation measures the linear dependence between two variables. The correlation coefficient ranges from -1 to 1. The further the correlation coefficient is from zero, the stronger the connection.

A positive correlation means that the variables are moving in the same direction; for example, when the *Responsibility* dimension score increases, the stakeholder support score will also increase, and vice versa. A negative correlation, on the other hand, means the variables are moving in opposite directions; for example, as the *Financial performance* dimension score increases, the stakeholder support score will decrease, and vice versa.



Regression analysis is a statistical method for investigating causal relationships between different variables. The particular benefit of regression analysis is that it can be used to determine the impact of multiple variables (reputation dimensions) to explain a phenomenon (stakeholder support).

The coefficient of determination in regression analysis is often presented as adjusted R^2 (Adj- R^2). The value of adjusted R^2 ranges from zero to one. The greater the R^2 value, the greater part reputation dimensions (independent variables) can explain the variation in stakeholder support (dependent variable).



The coefficients depict the magnitude of the change in stakeholder support when the reputation dimension in question increases by one unit, *ceteris paribus* (with other conditions remaining the same).

The reputation dimensions in the diagram have a statistically significant relationship with stakeholder support at 5 % significance level.

INTERPRETATION OF REGRESSION ANALYSIS

REPUTATION AND TRUST ANALYTICS AND QUALITY ASSURANCE

- Kiwa Sertifiointi Oy has granted Reputation and Trust Analytics Oy (formerly T-Media) the ISO 20252:2019 Certificate. We implement all research projects in accordance with the aforementioned quality standard, the EU's data protection regulation and Finnish laws.
- We treat all research-related information as strictly confidential.
- Reputation and Trust Analytics has not used subcontractors in this research.



QUALITY ASSURANCE AND PUBLICATION

PUBLICATION AND TRANSFER OF RESEARCH RESULTS TO THIRD PARTIES

- The research report is primarily intended for the Customer's own internal use. However, the Customer is entitled to use and share the report with its own external service provider to the extent necessary for the full utilisation of the report. The exact statements or statistical methods and analysis methods of the research model may not, however, be shared. If necessary, your contact person will help you condense the report into a form that can be published, if you want to publish the results more widely than what is presented in the section "Publishable materials" of this report.
- For the sake of clarity, it is stated that Reputation&Trust® is a registered trademark and a community design registered at the European Union Intellectual Property Office. The visual elements, forms, research statements and research methods it contains fall under the service provider's intellectual property rights.

We did this

We develop organisational leadership in a more sustainable direction for stakeholders and society.

Thus, we create a larger world impact than our size would indicate.

We are authentic and curious when facing the unknown. We make our own path while relying on each other, both as people and as professionals.

We are We - not they, that, or it.

We are on the customer's side while remaining loyal to data.

Reese Hill Eli AL Eka Team Katja
Verni Jaakko Ella Susu Taina Klina Sami
Anni Andra Simi Man Peter Kaisa Tei Elli
Tiina Laura Nina Mary Jonas

REPUTATION AND
TRUST ANALYTICS



Reputation and trust measured in a **comparable** way.
Build stronger **stakeholder** relationships
through data-driven **insights**



Andrei Sergejeff

Senior Advisor

+358 50 303 0204

andrei.sergejeff@t-media.fi



Lauri Leppo

Advisor

+358 50 433 6609

lauri.leppo@t-media.fi

t-media.fi / reptrust.com

Keilaranta 1, 9th floor, 02150 Espoo, Finland
Kungsgatan 9, SE-111 43 Stockholm, Sweden



REPUTATION AND TRUST ANALYTICS

